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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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EXAMINER

COLON, CATHERINE M

ART UNIT PAPER NUMBER

3623

DATE MAILED: 11/03/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/709,211

Applicant(s)

WILLIAMS ET AL.

Examiner

C. Michelle Colon

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 29 July 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-26 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

1. The following is a Final Office Action in response to the communication received on July 29, 2004. Claim 26 has been added. Claims 1-26 are now pending in this application.

Response to Amendment

2. Applicant's addition of claim 26 is acknowledged.

Response to Arguments

3. Applicant's arguments have been fully considered, but are found unpersuasive. In the Remarks, Applicant argues the following: 1) that Frangione does not show or suggest retrieving selected subscription information from a repository and transforming the selected subscription information into transition table format; and 2) that Frangione does not show or suggest denormalizing database tables.

In response to argument 1, Examiner respectfully disagrees. In col. 11, lines 24-67 and Figure 5, Frangione discloses gathering subscription data from wireless communication networks and storing the data in a database (i.e., repository). The subscription data includes unique subscriber identification number, date, time, cell id, market, band, carrier, etc. Then in col. 12, lines 1-43, Frangione discloses retrieving selected subscription data from the database/repository using a data mining application and producing summary tables and reports from the selected subscription data (i.e., transforming selected subscription information into transition table format). In col. 12,

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line 44-col. 13, line 5, Frangione discloses the data mining engine selecting certain subscription data based on the particular summary table or report to be generated.

Figures 8-17 exemplify the various sorts and extrapolations tables as well as summary reports of the selected subscription information that was retrieved from the repository.

Accordingly, Examiner respectfully submits Frangione does disclose retrieving selected subscription information from a repository and transforming the selected subscription information into transition table format.

In response to argument 2, Examiner respectfully disagrees. In col. 11, lines 24-60 and Figure 5, Frangione discloses placing the subscription information into relational database tables and assigning unique id's and cross-referencing index values among the tables so that the subscription information is linked appropriately throughout the relational database. It is old and well known in the art that in a relational database, the data in different tables are linked using unique identifiers or indexes. Thus, a relational database would not need a join operation, as argued by Applicant, in order to link the data among tables. Accordingly, Examiner respectfully submits Frangione does show denormalizing database tables.

Therefore, Applicant's arguments have been fully considered, but found unpersuasive. Claims 1-26 are rejected below.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

5. Claims 1-7, 10-12, 15-17, 20-23 and 26 are rejected under 35 U.S.C. 102(e) as being anticipated by Frangione et al. (U.S. 6,516,189).

As per claims 1, 10, 15, 20 and 21, Frangione et al. discloses a method, computer program product, apparatus and system for analyzing subscription information, comprising:

receiving a plurality of subscription information (col. 3, line 46-col. 4, line 9; col. 6, lines 22-50; Figures 1-4; The system gathers a variety of subscription information from wireless customers.);

archiving said plurality of subscription information into a repository (col. 4, lines 10-15; col. 11, lines 61-67; The information is sent to a control center where it is stored.);

retrieving from said repository a plurality of selected subscription information (col. 12, lines 1-31; The system retrieves the data from the database to perform data mining and generate summary reports.);

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transforming said plurality of selected subscription information into transition table format (col. 4, lines 16-18; col. 11, lines 24-46; Figure 5; The information is formatted into database tables. A data mining application is used to retrieve select information from the tables.);

populating a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information (col. 12, lines 1-31; Figure 5; A data mining application is used to aggregate and analyze the data and produce summary tables.);

denormalizing said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database (col. 12, lines 1-61; col. 17, lines 56-62; Figures 5-7; The data mining application aggregates the data into several database tables.); and

providing a report based upon said denormalized information (col. 12, lines 12-31);

wherein said at least one of a plurality of facts tables comprises at least one of source category table, a source table, a campaign table, and a panels table (col. 12, lines 1-61; col. 17, lines 56-62).

As per claims 2-5, Frangione et al. discloses the method of claim 1, wherein denormalization comprises: populating selected information from at least one of a

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plurality of facts tables to a key table (col. 12, lines 1-61; col. 17, lines 56-62; Figures 5-7; The data mining application aggregates the data into several database tables.).

As per claims 6, 11, 16 and 22, Frangione et al. discloses the method, computer program product and system of claims 1, 10, 15 and 21, further comprising:

receiving input of at least one criteria for at least one of a plurality of reports (col. 13, line 48-67; Figures 11, 16, 17, 21, 25; The data mining receives input for what information to report.); and

providing said report based upon said denormalized information according to said at least one criteria (col. 13, line 48-67; Figures 11, 16, 17, 21, 25; The system generates reports based on a variety of information.).

As per claims 7, 12, 17 and 23, Frangione et al. discloses the method, computer program product and system of claims 1, 10, 15 and 21, further comprising:

receiving input of at least one criteria for at least one of a plurality of tables and configuring said at least one of said plurality of tables based upon said at least one criteria (col. 7, lines 31-48; col. 11, lines 24-38; The data is gathered based on system configuration constraints.).

As per claim 26, Frangione et al. discloses the method of claim 1 further comprising:

receiving additional subscription information (col. 3, line 46-col. 4, line 9; col. 6, lines 22-50; Figures 1-4; The system gathers a variety of subscription information from wireless customers.);

archiving said additional subscription information in said repository (col. 4, lines 10-15; col. 11, lines 61-67; The information is sent to a control center where it is stored in a database.);

retrieving from said repository selected additional subscription information (col. 12, lines 1-31; The system retrieves the data from the database to perform data mining and generate summary reports.);

transforming said selected additional subscription information into transition table format (col. 4, lines 16-18; col. 11, lines 24-46; Figure 5; The information is formatted into relational database tables. A data mining application is used to retrieve select information from the tables to form summary tables and reports.);

appending said facts database with said additional subscription information in said transition format information (col. 11, lines 61-67; The database is updated with new subscription data and archived on a regular basis.).

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

7. Claims 8, 9, 13, 14, 18, 19, 24 and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Frangione et al. (U.S. 6,516,189).

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As per claims 8, 9, 13, 14, 18, 19, 24 and 25, Frangione et al. does not expressly disclose the method and computer program product of claims 1, 10 and 15, further comprising requiring a username and password to access reporting procedures. However, protecting the identity and other personal information of consumers is an old and well known concern in the art. Thus, at the time of the invention, it would have been obvious to a person of ordinary skill in the art to require a username and password to access reporting procedures, where reporting procedures would provide detailed consumer information, because doing so would ensure that only authorized personnel are able to access the consumer information.

Conclusion

8. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to C. Michelle Colon whose telephone number is 703-605-4251. The examiner can normally be reached Monday – Friday from 8:30am to 5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz, can be reached at 703-305-9643.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-1113.

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks

Washington D.C. 20231

or faxed to:

703-872-9306 [Official Communications; including After Final
communications labeled "Box AF"]

703-746-7202 [For status inquiries, draft communication, labeled
"Proposed" or "Draft"]

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA 7th floor receptionist.

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cmc

October 29, 2004

Susanna Diaz
SUSANNA M. DIAZ
PRIMARY EXAMINER
AU3623